

### **REMARKS**

In Response to the Office Action mailed on May 23, 2007, and to the Advisory Action mailed on September 21, 2007, Applicants submit the present Preliminary Amendment. By the present Amendment, claims 1, 19 and 30 are amended. Upon entry of the amendments, claims 1-9, 11-16, 19-24 and 30-37 will remain pending in the present application. Reconsideration and allowance of all pending claims are requested.

In the Advisory Action, the Examiner noted that the claims then pending did not place the application in condition for allowance. In particular, the Examiner disagreed with the characterization that the Langseth reference did not teach a standing order of a “customer specified duration”. The Examiner relied upon a passage at column 26, lines 44-47 of the reference indicating that a customer could terminate a subscription in the Langseth technique.

By the present Response, independent claims 1, 19 and 30 had been amended in similar fashions. That is, all of these independent claims now recite that the created standing order is “of a customer specified duration beginning on a customer specified date” and that the standing order is for a “customer specified frequency of delivery”.

A particularly attractive aspect of the invention is the ability of a customer to specify key features of the standing order. They include not only the duration of the standing order, but its beginning date and the frequency of delivery of the specified products, goods or services. Heretofore known techniques for ordering goods and services, including this of Langseth, did not provide such flexibility, but essentially are imposed constraints that were fixed by the seller, and not by the customer.

The aspects of the invention added by amendment to the independent claims are described with particularity, *inter alia* in a passage beginning on page 19, line 7 and ending on page 20, line 13 of the application as filed.

In view of the amendments and the distinctions between the claimed invention and the prior art, Applicants respectfully request reconsideration of the amended claims and allowance of the application in its present form.

Respectfully submitted,

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